

sponsorwise [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [→](#) [✉](#) [👤](#)

Join now!

Registering offers several advantages for both Sponsors and Sponsorship Properties:

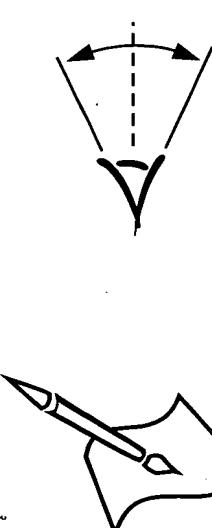
FOR SPONSORS:
Easy access to a comprehensive listing of sponsorship opportunities.

FOR SPONSORSHIP PROPERTIES:
Thousands of qualified buyers will have access to your listing everyday.

For the first time:
Sponsorwise is uniting the global sponsorship marketing community in one easy-to-use marketplace.

REGISTER

REGISTER Now **TAKE THE TOUR** **WISE BUYS**

Browse [Select Browse Category](#) [▼](#) [🔍](#) **Search** [👤](#)

sponsorwise

Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.
 You have the opportunity to benefit as a Charter Subscriber, if you act now.
 This offer is only available to the first 300 subscribers.*

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.
 An asterisk (*) indicates required items.

Login Information

* User Name

Your User Name must be at least 6 characters in length.

* Password

* Verify Password

Please note that capitalization matters for the password.

Password Question: [Select a question to answer]

* Answer:

If you forget your password we will identify you with this information; you will need to remember this answer exactly as it is typed above.

Fig. 2

Contact Information	
*First Name:	<input type="text"/>
*Last Name:	<input type="text"/>
Title:	<input type="text"/>
*Company/ Organization:	<input type="text"/>
*Address Line 1:	<input type="text"/>
Address Line 2:	<input type="text"/>
*City:	<input type="text"/>
*State, Territory or Province:	<input type="text"/>
*Zip Code/ Postal Code:	<input type="text"/>
<p><i>Required for US and Canadian addresses only.</i></p> <p>*Country <input checked="" type="checkbox"/> United States of America <input type="checkbox"/> Other: <input type="text"/></p> <p><i>Please complete if "Other" is selected as Country above.</i></p> <p>*Main Phone: <input type="text"/> Extension: <input type="text"/></p> <p>Alternate Phone: <input type="text"/></p> <p>Facsimile: <input type="text"/></p> <p>Email Address: <input type="text"/></p> <p>Confirm Email Address <input type="text"/></p>	

Profile Information
What is your primary role regarding
Sponsorship properties?

- "Buyer" only
- "Seller" only
- Both, but primarily a "Buyer"
- Both, but primarily a "Seller"

What is your organization's
primary business activity?

What is your primary area responsibility?

How did you hear about Sponsorwise?

Web Ad

less than \$1,000

less than \$1,000

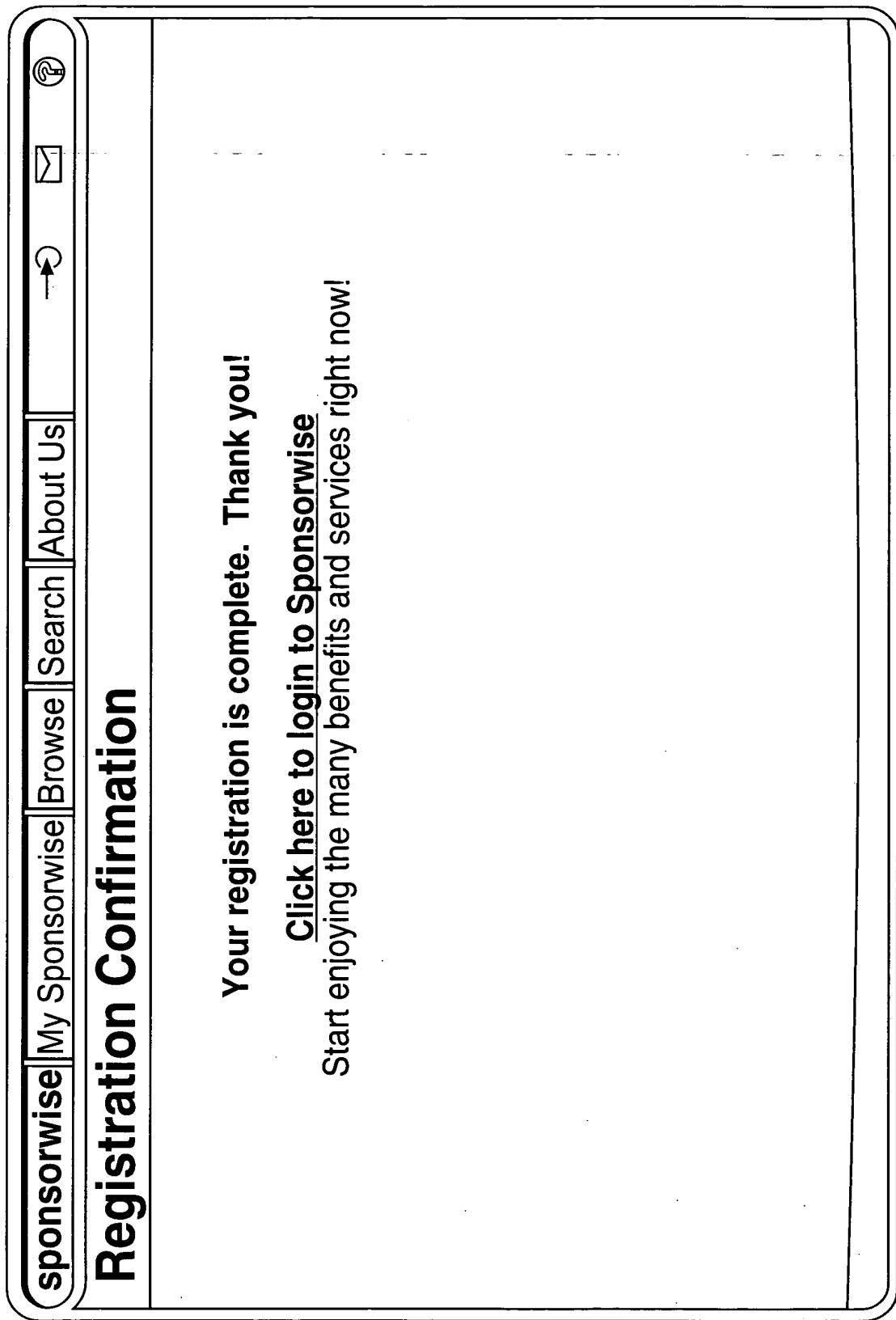
Please indicate the amount of Sponsorship dollars
that you seek annually:

Please indicate the amount of Sponsorship dollars
that you spend annually:

Fig. 4

Payment Information	
*Credit Card Type: <input type="radio"/> VISA <input checked="" type="radio"/> MasterCard <input type="radio"/> American Express Cards	
*Credit Card Number: <input type="text"/> <input type="text"/>	
*Cardholder Name: <input type="text"/> <input type="text"/>	
*Expiration Date: <input type="text"/> Month <input checked="" type="radio"/> Year <input type="text"/>	
*Billing Address Line 1: <input type="text"/>	
Billing Address Line 2: <input type="text"/> <input type="text"/> <input type="text"/>	
*City: <input type="text"/>	
*State, Territory or Province: <input type="text"/>	
*Zip Code/Postal Code: <input type="text"/>	
*Country <input type="text"/> United States of America <input checked="" type="radio"/>	
Other: <input type="text"/>	
Please complete if "Other" is selected as Country above.	
<input style="border: 1px solid black; border-radius: 15px; padding: 5px 10px;" type="button" value="SUBMIT"/> <input style="border: 1px solid black; border-radius: 15px; padding: 5px 10px;" type="button" value="CANCEL"/>	

Fig. 5



The image shows a registration confirmation page from the website sponsorwise.com. The page has a white background with a thin black border. At the top left, there is a navigation menu with links: "sponsorwise", "My Sponsorwise", "Browse", "Search", "About Us", and "Help". To the right of the menu are icons for email and a magnifying glass. The main content area has a light gray background. On the left side of this area, the text "Registration Confirmation" is displayed in a large, bold, black font. In the center, there is a message: "Your registration is complete. Thank you!" followed by a line break. Below this message, there is a bold, underlined text: "Click here to login to Sponsorwise". Underneath the underlined text, the message continues: "Start enjoying the many benefits and services right now!" At the bottom of the page, there is a horizontal navigation bar with links: "Home", "My Sponsorwise", "Browse", "Search", "About Us", "Contact Us", "Help", "Terms of Use", and "Feedback".

Registration Confirmation

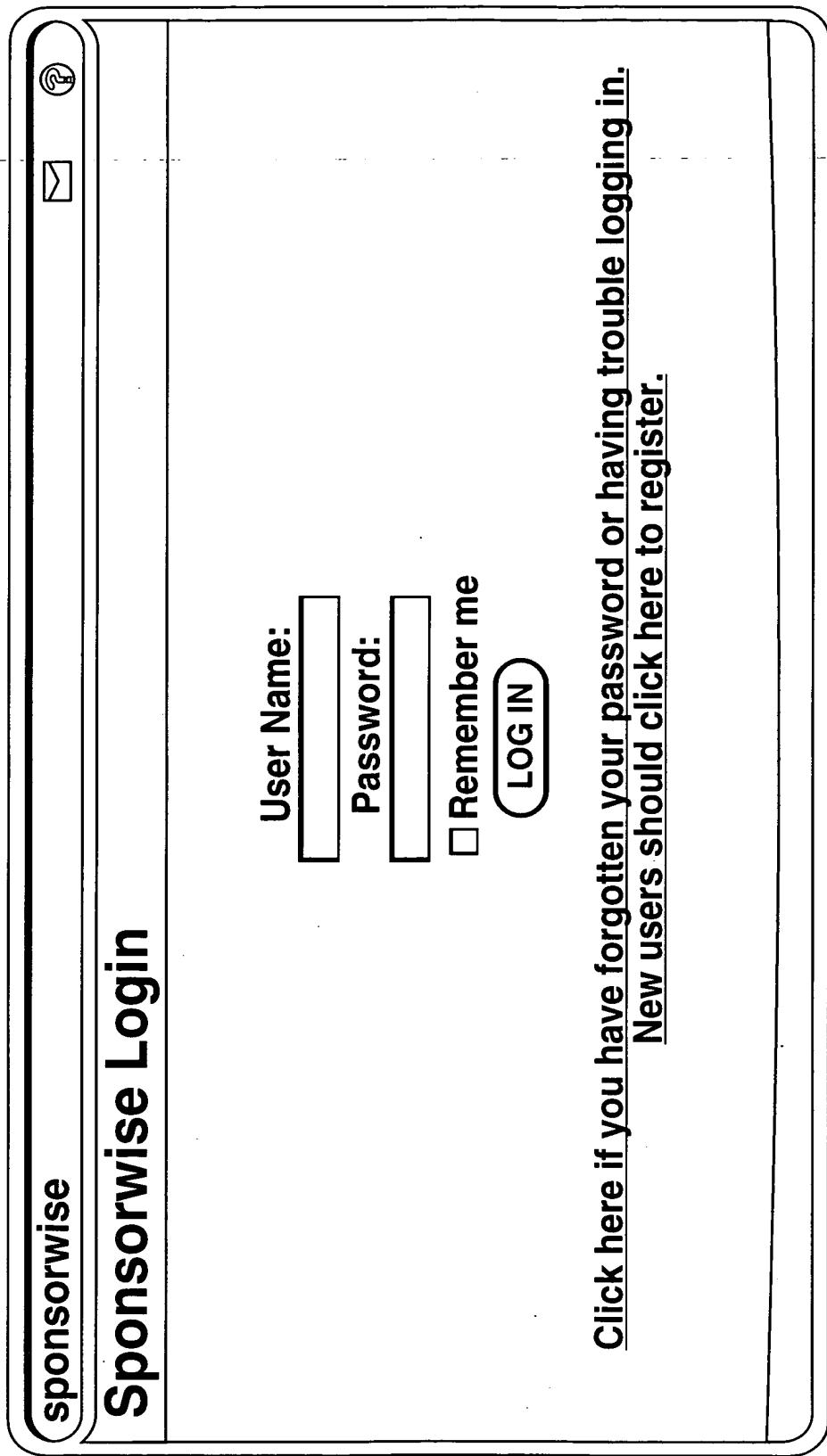
Your registration is complete. Thank you!

Click here to login to Sponsorwise

Start enjoying the many benefits and services right now!

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#) [Feedback](#)

Fig. 6



The image shows a screenshot of a web-based login form for 'Sponsorwise'. The page has a light blue header bar with the 'Sponsorwise' logo on the left. The logo consists of the word 'sponsorwise' in a lowercase, sans-serif font inside a rounded rectangle. To the right of the logo are two small circular icons: one with an envelope and another with a key. The main content area has a white background and a thin black border. At the top of this area, the text 'Sponsorwise Login' is displayed in a large, bold, black font. Below this, there are two input fields: 'User Name:' and 'Password:', each preceded by a label and a text input box. To the right of the 'User Name:' input is a checkbox labeled 'Remember me' and a blue 'LOG IN' button with a white border. To the right of the 'LOG IN' button is a note in bold text: 'Click here if you have forgotten your password or having trouble logging in.' Below this note is another line of text: 'New users should click here to register.' At the bottom of the page, there is a horizontal menu bar with links: 'Home', 'My Sponsorwise', 'Browse', 'Search', 'About Us', 'Contact Us', 'Help', 'Terms of Use', and 'Logout' (represented by a power button icon).

sponsorwise

Sponsorwise Login

User Name:

Password:

Remember me

LOG IN

Click here if you have forgotten your password or having trouble logging in.

New users should click here to register.

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#) [Logout](#)

Fig. 7

8/50

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [G](#) | [✉](#) | [P](#)

Wednesday, October 18, 2000

My Sponsorwise | [Front Page](#) | [Property Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Good Evening
Dave Sullivan of
First Night International

Current Profile:
[Boston 2001 Seller](#) | [Edit Profile](#)

[Create A Property](#) | [Wise Promotions](#) | [Consulting Services](#)

[Property Manager](#)
[RFP Board](#)
[Messages](#)
[My Account](#)

[Favorites](#)

Athletes & Entertainers for Kids

SHAQULAR

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$65 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

More->

Grateful Dead Tribute | **Michal Schumacher** | **Convention Center**
1/23/01-New York | 1/23/01 Season | Las Vegas, NV

Notification

File Type	Subject	Received
<input type="checkbox"/>	RFP-Auto Search has found an RFP that matches your profile	Fri 9/22/00 2:22:PM
<input type="checkbox"/>	RFP: Saved Search: New matches to saved search "2001 Events"	Thu 9/21/00 12:45PM
<input type="checkbox"/>	RFP: AutoSearch has found an RFP that matches your profile	Wed 9/20/00 7:08:AM
<input type="checkbox"/>	Unsold Inventory: Two Week Notice (Columbus Day Parade)	Tue 9/19/00 10:28AM

FILE

[Home](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

Fig. 8

My Sponsorwise	Browse	Search	About Us		
RFP From Anonymous Buyer My Sponsorwise > RFP Board > RFP					
Overview Audience Description Marketing Opportunities Contact Information					
Company/ Business Type: Internet-based organization					
Market Description: Sponsorship services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area – East Coast.					
Time Frame: January 1, 2001 - March 31, 2001					
Budget Parameters: \$20,000					
Key Characteristics:  					
Preferred Location: Zip Code: 02107 City: Boston State: MA Region: NE Closest Major Market: Boston					
Additional Qualifications: Sponsor will only accept proposals with pricing information					
Preferred Property Type:  Festivals/Events					
This RFP was distributed only to those Property Owners who meet target parameters.					

[My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Reply to this RFP](#)

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Attending Audience: 55,000+

Expanded Audience: 250,000
Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional

Household Income:

Under \$25,000:	50%
\$25,000 - \$39,999:	50%
\$40,000 - \$54,999:	<input type="checkbox"/>
\$55,000 - \$74,999:	<input type="checkbox"/>
\$75,000 - \$99,999:	<input checked="" type="checkbox"/> 50%
\$100,000 - \$149,999:	<input type="checkbox"/>
\$150,000+:	<input type="checkbox"/>

Age:

Young Children (0-12):	50%
Teenagers (13-17):	50%
Young Adults (18-35):	<input type="checkbox"/> 50%
Mature Adults (36-55):	<input type="checkbox"/>
Seniors (56-75):	<input type="checkbox"/>
Elderly (76+):	<input type="checkbox"/>

This RFP was distributed only to those Property Owners who meet target parameters.

The screenshot shows a web page with the following structure:

- Header:** A navigation bar with links: [sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#). To the right of these are icons for a back arrow, an envelope, and a magnifying glass.
- Title:** **RFP From Anonymous Buyer**
- Text:** My Sponsorwise > RFP Board > RFP
- Links:** [Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)
- Section:** **Marketing Opportunities:** Television, Media, VIP Hospitality, Signage with description windows
- Text:** This RFP was distributed only to those Property Owners who meet target parameters.
- Buttons:** A large blue button labeled **REPLY TO THIS RFP** with a white arrow pointing right.

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 11

The screenshot shows a web page with a header bar containing links for 'My Sponsorwise', 'Browse', 'Search', 'About Us', and a user icon. Below the header is a large button labeled 'REPLY TO THIS RFP'. The main content area has a title 'RFP From Anonymous Buyer' and a breadcrumb trail 'My Sponsorwise > RFP Board > RFP'. It also includes links for 'Overview', 'Audience Description', 'Marketing Opportunities', and 'Contact Information'. A section titled 'Contact Information Withheld at Buyer's Request' is present, along with a note: 'This RFP was distributed only to those Property Owners who meet target parameters.'

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 12

sponsorwise	My Sponsorwise																																					
<h2>Proposal Wizard</h2> <p>VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND</p> <p>Review your Profile information. Click the "Edit" link if changes are needed.</p>																																						
<p>Contact Information:</p> <table border="1"> <tr> <td>First Name:</td> <td>Dave</td> <td>Last Name:</td> <td>Sullivan</td> </tr> <tr> <td>Title:</td> <td>Associate Director</td> <td>Company:</td> <td>First Night International</td> </tr> <tr> <td>Email:</td> <td>dsullivan@firstnightintl.org</td> <td></td> <td></td> </tr> <tr> <td>Phone:</td> <td>617-357-0065</td> <td>Fax:</td> <td>617-357-0066</td> </tr> <tr> <td>Street Address:</td> <td>200 Lincoln Street</td> <td>Apartment, Suite Suite 301 or Mail Stop:</td> <td></td> </tr> <tr> <td>City:</td> <td>Boston</td> <td>State, Province</td> <td>MA</td> </tr> <tr> <td></td> <td></td> <td>or Territory:</td> <td></td> </tr> <tr> <td>Zip/Postal Code:</td> <td>02111-2418</td> <td>Country:</td> <td>United States of America</td> </tr> </table> <p>Property Overview:</p> <table border="1"> <tr> <td>Property Name:</td> <td>First Night 2001</td> </tr> <tr> <td>Link to Property Description:</td> <td>http://www.sponsorwise.com/FirstNightBoston2001.jsp</td> </tr> </table> <p>Edit Profile</p> <p>CANCEL</p> <p>NEXT ></p>			First Name:	Dave	Last Name:	Sullivan	Title:	Associate Director	Company:	First Night International	Email:	dsullivan@firstnightintl.org			Phone:	617-357-0065	Fax:	617-357-0066	Street Address:	200 Lincoln Street	Apartment, Suite Suite 301 or Mail Stop:		City:	Boston	State, Province	MA			or Territory:		Zip/Postal Code:	02111-2418	Country:	United States of America	Property Name:	First Night 2001	Link to Property Description:	http://www.sponsorwise.com/FirstNightBoston2001.jsp
First Name:	Dave	Last Name:	Sullivan																																			
Title:	Associate Director	Company:	First Night International																																			
Email:	dsullivan@firstnightintl.org																																					
Phone:	617-357-0065	Fax:	617-357-0066																																			
Street Address:	200 Lincoln Street	Apartment, Suite Suite 301 or Mail Stop:																																				
City:	Boston	State, Province	MA																																			
		or Territory:																																				
Zip/Postal Code:	02111-2418	Country:	United States of America																																			
Property Name:	First Night 2001																																					
Link to Property Description:	http://www.sponsorwise.com/FirstNightBoston2001.jsp																																					

sponsorwise My Sponsorwise	
Proposal Wizard	
VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND	
Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.	
 UPLOAD Add a new document	 PERSONAL FILING CABINET Find a document in your filing cabinet
PREVIOUS NEXT	
CANCEL	
Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use	

Fig. 14

 sponsorwise My Sponsorwise	
<h2>Proposal Wizard</h2>	
<hr/> <p style="text-align: center;"> VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND </p>	
<p>Click "Browse" to find a document to upload.</p>	
<p>Attachments: *</p>	<p>Description (optional):</p>
<input type="button" value="BROWSE"/>	<input type="text"/>
<input type="button" value="UPLOAD"/> <input type="button" value="CANCEL"/>	

*If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from that file on the next screen.

My Sponsorwise

Proposal Wizard

[VIEW PROFILE](#) [ATTACH DOCUMENTS](#) [PAYMENT](#) [SEND](#)

Uploading:

-  Uploading document.
-  Finished uploading document.
-  Scanning documents for viruses.

Attached Documents	Description	File Type	Delete
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>
Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/> Delete Checked

OK

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 16

sponsowise My Sponsorwise			
<h2>Proposal Wizard</h2> <p>VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND</p> <p>Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.</p>			
<p>UPLOAD Add a new document</p>	<p>PERSONAL FILING CABINET Find a document in your filing cabinet</p>		
Attached Documents	Description	File Type	Delete
FirstNight2000.ra	Multimedia Overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>
Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/> Delete Checked
<p>CANCEL PREVIOUS NEXT</p>		<p>Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use</p>	

Fig. 17

sponsorwise My Sponsorwise 	
Proposal Wizard	
	
VIEW PROFILE	ATTACH DOCUMENTS
PAYMENT	SEND
Confirm your payment status.	
RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step.	
Purchase Additional Credits	
 	
 	
	

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Fig. 18

sponsorwise My Sponsorwise	
<h2>Proposal Wizard</h2>	
VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND	
<p>Review and send your proposal. Click the "Previous" button if you want to make changes. Click "Send" to release your proposal.</p>	
<p>1. Review the RFP you are responding to. 2. Check your attachments.</p>	
Attached Documents	Description
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.
Financials.xls	Full financial disclosures. Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors! Text
<p>3. Create a cover note to accompany your proposal. (optional)</p>	
PREVIOUS NEXT	
CANCEL	

proposal sent

sponsorwise | My Sponsorwise

Proposal Wizard

VIEW PROFILE **ATTACH DOCUMENTS** **PAYMENT** **SEND**

Your proposal has been successfully sent. A confirmation note will be sent to your My Sponsorwise page.

Thank you for using Sponsorwise -- the smart sponsorship marketplace.

OK

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 20

[sponsorwise](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Help](#) [Terms of Use](#) [Contact Us](#) [Messages](#) [My Account](#)

[Front Page](#) [Sponsorship Manager](#) [RFP Board](#)

[Wednesday, October 18, 2000](#)

[✉](#) [✉](#) [✉](#)

My Sponsorwise

Front Page | **Sponsorship Manager** | **RFP Board** | **Messages** | **My Account**

Good Evening
John McKay of
LMD, Inc.

Current Profile:
West Region Buyer [▼](#)
[Edit Profile](#)

[Create An RFP](#)

[Wise Promotions](#)

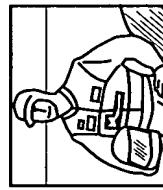
[Consulting Services](#)

Search: [▼](#)

ATHLETES & ENTERTAINERS FOR KIDS

SHAQULAR







Convention Center **Grateful Dead Tribute** **Michal Schumacher**
Las Vegas, NV **1/23/01-New York** **Indy500-01 Season**

Industry News

Donnie Osmund Tattoo Sold on Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

[More->](#)

Notification

File Type

Subject

Received

[Proposal Notice: Response to your RFP "Q101 Festival"](#) Fri 9/22/00 2:22:PM

[Saved Search: New matches to saved search "Jazz Festivals"](#) Thu 9/21/00 12:45:PM

[Proposal Notice: Response to your RFP "Q4'00 Music Events"](#) Wed 9/20/00 7:08:AM

[Saved Search: New matches to saved search "Fitness Competitions"](#) Tue 9/19/00 10:28:AM

[FILE](#)

[Sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Contact Us](#) | [Terms of Use](#)

Proposal Viewer

My Sponsorwise > RFP Board > RFP > Proposal

First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America, featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information -- the Excel spreadsheet contains full financial disclosures.

[Please click here to view our Sponsorwise Property Listing](#)

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

Fig. 22

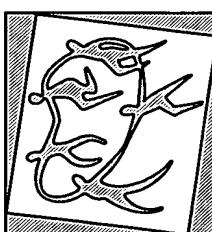
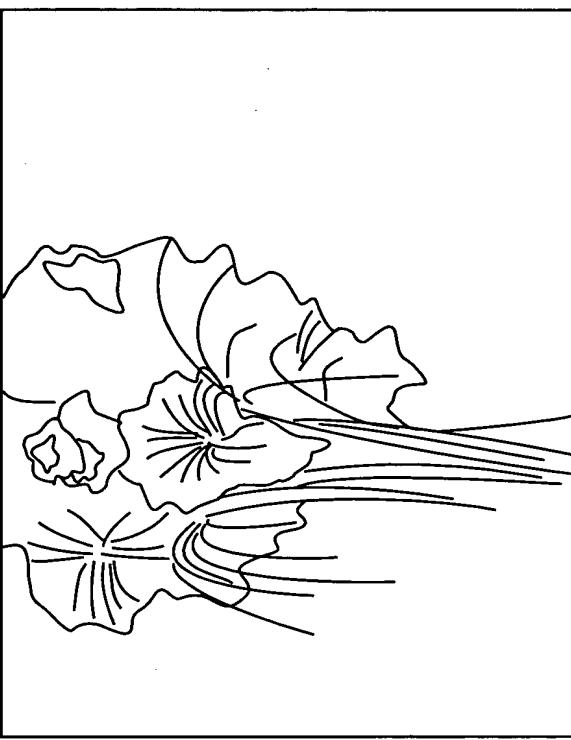
sponsorwise | My Sponsorwise | Browse | Search | About Us |  

ADD TO FAVORITES

Property Listing
Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

First Night Boston 2001



sponsorwise My Sponsorwise		Browse	Search	About Us			
<h2>Property Listing</h2> <p>Browse > Festivals/Events > Property</p> <p>Front Page Event Description Audience Description Inventory Contact Information</p>							
Name:	First Night Boston 2001						
Years in Existence:	24						
Property Type:	 Festivals/Events						
Attending Audience:	3,000,000						
Extended Audience:	5,000,000						
Key Characteristics:	   						
Event Summary:	<p>First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.</p>						
Event Date(s):	December 30, 2000 - January 2, 2001						
Venue Location:	Zip Code: 02107 City: Boston Region: Northeast Closest Major Market: Boston						
Sponsorship Price Range:	\$2,000 - \$200,000						
This RFP was distributed only to those Property Owners who meet target parameters.							

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ADD TO FAVORITES

Property Listing

Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Attending Audience: 3,000,000

Household Income:	Percentage
Under \$25,000:	5%
\$25,000 - \$39,999:	5%
\$40,000 - \$54,999:	30%
\$55,000 - \$74,999:	30%
\$75,000 - \$99,999:	15%
\$100,000 - \$149,999:	10%
\$150,000+:	5%

Age:

Age Group	Percentage
Young Children (0-12):	5%
Teenagers (13-17):	10%
Young Adults (18-35):	25%
Mature Adults (36-55):	50%
Seniors (56-75):	7%
Elderly (76+):	3%

Gender: 50/50

Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

Fig. 25

www.sponsorwise.com

sponsorwise | My Sponsorwise | [Browse](#) | [Search](#) | [About Us](#) | [Print](#) | [Email](#) | [FAQ](#)

Property Listing
Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Marketing Opportunities:

- TV
- Print
- Live entertainment
- Exclusivity
- Booth/Display
- Signage
- Hospitality
- Merchandising
- Radio

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Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Contact: Dave Sullivan

Phone: 617-357-0065

email: dsullivan@firstnightintl.org

Address:

[Home](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

Fig. 27

www.sponsorwise.com

sponsorwise | My Sponsorwise | [Browse](#) | [Search](#) | [About Us](#) | [Logout](#) | [Email](#) | [Help](#)

Search
[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Basic Search:

Please enter search terms for name, description, or keywords.

Include Free Listings

SEARCH

• Advanced Search
• Saved Searches

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 28

sponsorwise My Sponsorwise Browse Search About Us ⟳ ✉ ⎙	
Search Basic Search Advanced Search Saved Searches	
Advanced Search: Name, Description, or Keywords: <input type="text"/> <input type="checkbox"/> Include Free Listings	
Event Type: <input type="text" value="All"/> Dates: From: <input type="text" value="Select Month"/> <input type="text" value="Select Year"/> To: <input type="text" value="Select Month"/> <input type="text" value="Select Year"/>	
Minimum Desired Household Income: For majority of audience. <input type="checkbox"/> Select Minimum Income <input type="text" value="Select Age Range"/>	Desired Age Range: For majority of audience. <input type="checkbox"/> Reach more males <input type="checkbox"/> Reach more females <input type="checkbox"/> Reach both males and female
Gender: <input type="checkbox"/> SEARCH <input type="checkbox"/> Save this Search	
<ul style="list-style-type: none"> • Basic Search • Saved Searches 	
Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use	

Fig. 29

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Add Characteristics

Please select event characteristics for your search.

FESTIVALS/EVENTS:	
 Youth	<input type="checkbox"/> Educational
 Gay & Lesbian	<input type="checkbox"/> Religious
 Nature Oriented (Outdoors)	<input type="checkbox"/> Live Music/ Entertainment
 Sports: Team	<input type="checkbox"/> Xtreme
Celebrity Potential	
 Media Co-sponsor	<input type="checkbox"/> TV Coverage
 Racing	<input type="checkbox"/> Motor Sports
Food & Drink	
 Family-Oriented	<input type="checkbox"/> Snob Appeal
Civic Pride	
 Shopping opportunity	
<input style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;" type="button" value="OK"/> <input style="border: 1px solid black; border-radius: 10px; padding: 2px 10px; margin-left: 10px;" type="button" value="CANCEL"/>	

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[Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords: 
 Include Free Listings

Event Type: [▼](#)

Dates: From: [Select Month](#) [▼](#) [Select Year](#) [▼](#) To: [Select Month](#) [▼](#) [Select Year](#) [▼](#)

Desired Age Range: [Select Age Range](#) [▼](#)

Gender:
 For majority of audience. Reach more males
 Select Age Range [▼](#) Reach more females
 Reach both males and female

SEARCH [Save this Search](#)

- [Basic Search](#)
- [Saved Searches](#)

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Search
[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords:
 [Include Free Listings](#)

Event Type: **Dates:** From: To: **Desired Age Range:** **To:**

Minimum Desired Household Income: For majority of audience. [\\$40,000 - 54,999](#) [Mature Adults \(36-55\)](#)

Gender:
 Reach more males
 Reach more females
 Reach both males and female

Results:
Sorry, no results were found.

Fig. 32

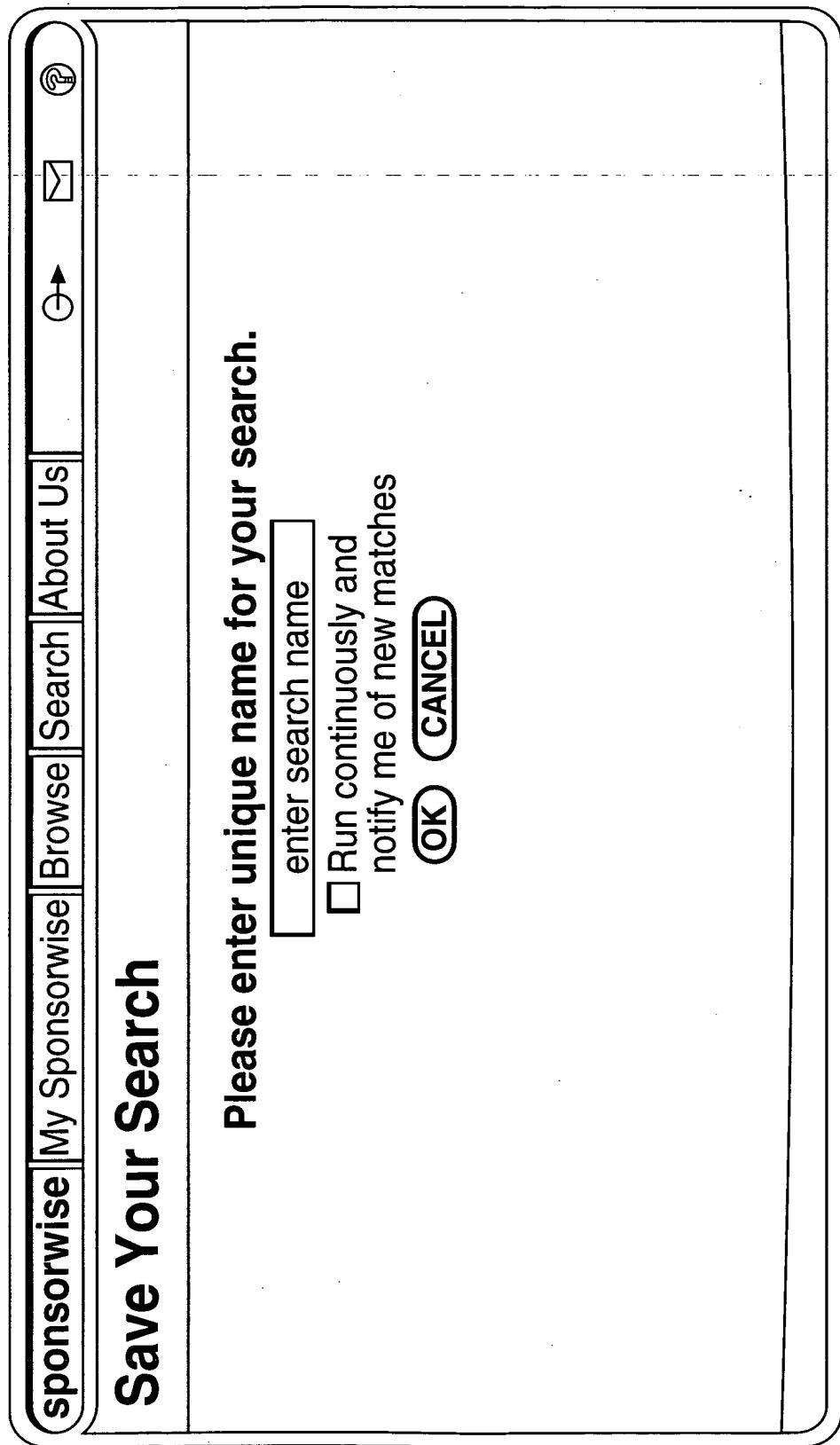


Fig. 33

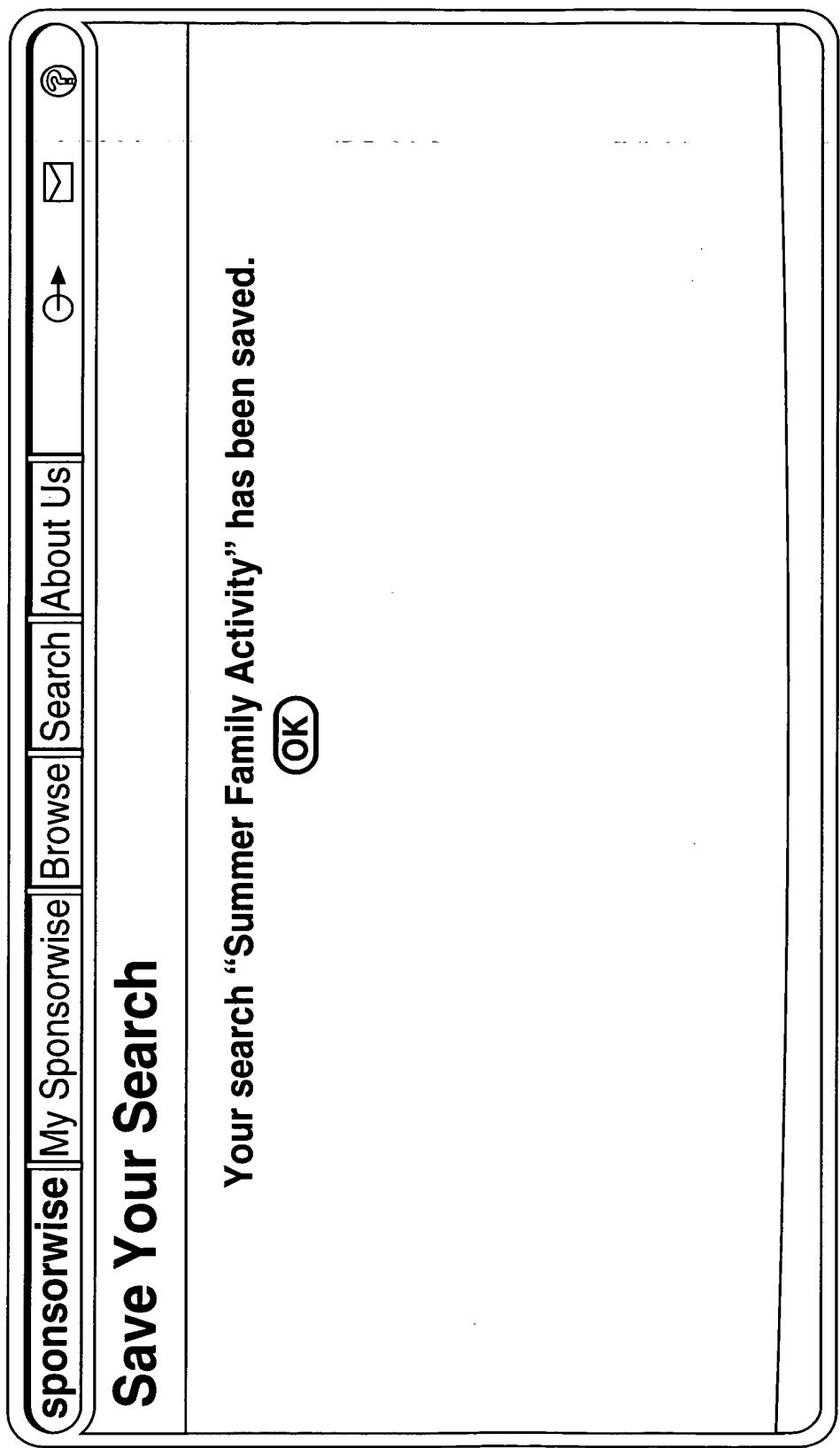


Fig. 34

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John Stith of
Coca-Cola Company

Current Profile:
Coca-Cola Buyer 

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[Consulting Services](#)

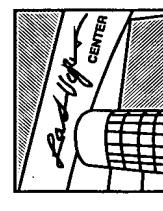
Search: 

Saved Searches:
Summer Family Activity**
Music Events
Fitness Competitions
Favorites 

Wednesday, October 18, 2000



SHAQTACULAR



Michael Schumacher Convention Center  Grateful Dead Tribute
Indy500-01 Season Las Vegas, NV  1/23/01-New York



Athletes & Entertainers for Kids

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$65 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

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File Type Subject Received

 [Saved Search: New matches to saved search](#)  Fri 9/22/00 2:22:PM

 [Saved Search: New matches to saved search "Summer Family Activity"](#)  Thu 9/21/00 12:45PM

 [Proposal Notice: Response to your RFP "Q4'00 Festival"](#)  Thu 9/21/00 12:45PM

 [Proposal Notice: Response to your RFP "Q4'00 Music Events"](#)  Wed 9/20/00 7:08:AM

 [Saved Search: New matches to saved search "Fitness Competitions"](#)  Tue 9/19/00 10:28AM

FILE

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Fig. 35

sponsorwise My Sponsorwise Browse Search About Us		<input type="button" value="⟳"/> <input type="button" value="✉"/> <input type="button" value="⎙"/>
<h3>Search</h3> <p>Basic Search Advanced Search Saved Searches</p>		
<p>Advanced Search: Name, Description, or Keywords: <input style="width: 200px; height: 30px; border: 1px solid black; border-radius: 5px; margin-bottom: 5px;" type="text" value="baseball"/></p> <p><input type="checkbox"/> Include Free Listings</p>		
<p>Event Type: <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="All"/> Dates: From: <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="June"/> To: <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="September"/> <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="2001"/> <input style="border: 1px solid black; border-radius: 5px; padding: 2px 5px;" type="button" value="▼"/></p>		
<p>Minimum Desired Household Income: For majority of audience. <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="\$40,000 - 54,999"/> <input style="border: 1px solid black; border-radius: 5px; padding: 2px 5px;" type="button" value="▼"/></p>		
<p>Desired Age Range: For majority of audience. <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="Mature Adults (36-55)"/> <input style="border: 1px solid black; border-radius: 5px; padding: 2px 5px;" type="button" value="▼"/></p>		
<p>Gender: <input type="radio"/> Reach more males <input type="radio"/> Reach more females <input type="radio"/> Reach both males and female</p>		
<p>Results: California League Baseball score: 95%</p>		
<p style="text-align: right;"> <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px; margin-right: 10px;" type="button" value="SEARCH"/> <input style="border: 1px solid black; border-radius: 5px; padding: 2px 10px;" type="button" value="Save this Search"/> </p>		

sponsorwise | My Sponsorwise | Browse | Search | About Us |  

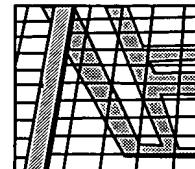
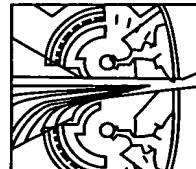
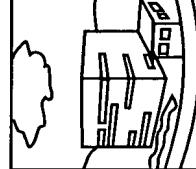
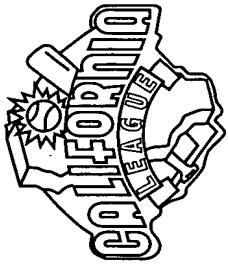
Property Listing
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[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

ADD TO FAVORITES

California League

Picture Gallery
Click on an image to enlarge.



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Fig. 37

sponsorwise My Sponsorwise		Browse	Search	About Us		
<h2>Property Listing</h2> <p>Browse > Sports > Property</p>						
Front Page Event Description Audience Description Inventory Contact Information						
Name:	<input type="text" value="California League"/>					
Years in Existence:	<input type="text" value="59"/>					
Property Type:	<input checked="" type="checkbox"/> Sports					
Attending Audience:	<input type="text" value="2,000,000"/>					
Extended Audience:	<input type="text" value="3,300,000"/>					
Key Characteristics:	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>  <input checked="" type="checkbox"/> 					
Event Summary:	<p>The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.</p>					
Event Date(s):	<input type="text" value="April 2000 - September 2000"/>					
Venue Location:	<p>Zip Code: NA City: NA Region: West Closest Major Market: SF & LA</p>					
Sponsorship Price Range:	<input type="text" value="\$10,000 - \$100,000"/>					
This RFP was distributed only to those Property Owners who meet target parameters.						

Property Listing

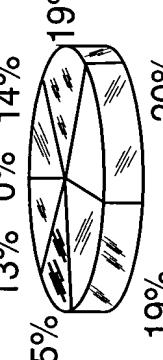
Browse > Sports > Property

Front Page | Event Description | Audience Description | Inventory | Contact Information

ADD TO FAVORITES

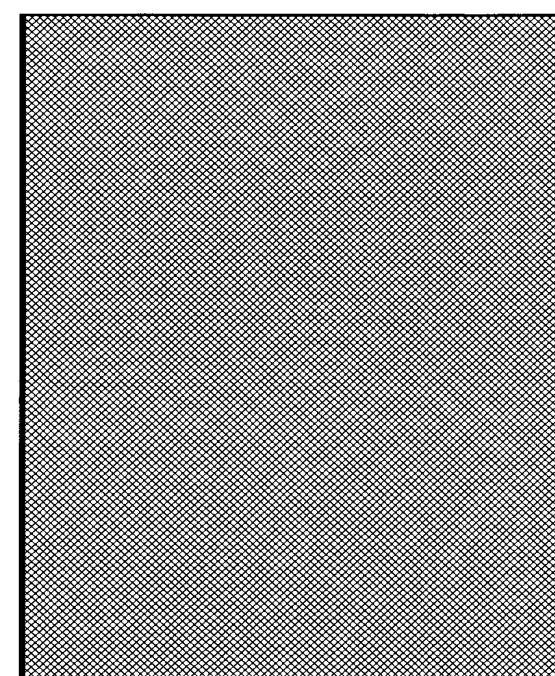
Attending Audience: 3,000,000

Household Income:



Income Range	Percentage
\$25,000 - \$39,999	19%
\$40,000 - \$54,999	20%
\$55,000 - \$74,999	19%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	13%

Audience Description:



Gender	Percentage
Male	55%
Female	45%

Fig. 39

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[Browse](#) > [Sports](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Marketing Opportunities: TV

- Radio
- Print
- Internet
- Direct Mail
- Exclusivity
- Booth/Display
- Signage
- Hospitality
- Merchandising

Individual Opportunities: Hat Day: **\$10,000, 20,000 given away**
 Backpack Day: **\$25,000, 10,000 given away**

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Fig. 40

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Property Listing

Browse > Sports > Property

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Contact: Pete Thureson

Title: Director of Marketing

Phone: 408-369-8038

email thursty1@calleague.com

Address:

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Good Evening
Pete Thureson of
California League

Current Profile:
Cal League Seller 
Edit Profile

Create A Property

Wise Promotions

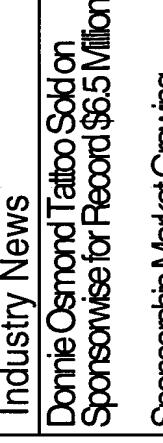
Consulting Services

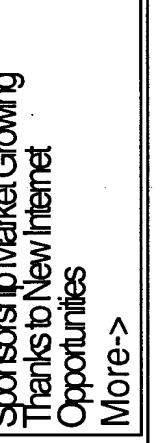
Property Manager
RFP Board
Messages
My Account
Favorites 

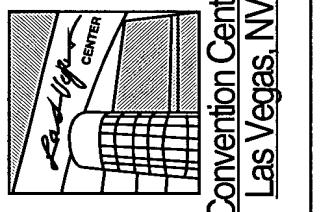
Wednesday, October 18, 2000

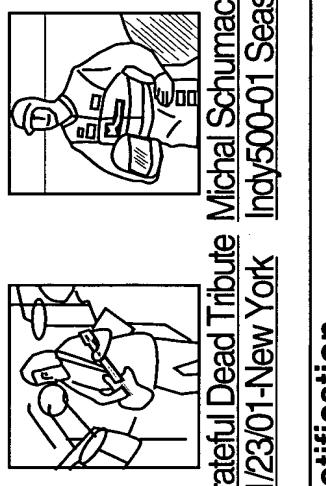

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Sponsorwise for Record \$65 Million
Sponsorship Market Growing
Thanks to New Internet
Opportunities
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Convention Center


Michal Schumacher
1/23/01-New York
Indy500-01 Season
Las Vegas, NV

Notification

File Type	Subject	Received
<input type="checkbox"/>  Unsold Inventory: Two Week Notice (Backpack Day)		Fri 9/22/00 2:22:PM
<input type="checkbox"/>  Saved Search: New matches to saved search "2001 Events"		Thu 9/21/00 12:45PM
<input type="checkbox"/>  RFP: AutoSearch has found an RFP that matches your profile		Wed 9/20/00 7:08:AM
<input type="checkbox"/>  RFP: Auto Search has found an RFP that matches your profile		Tue 9/19/00 10:28AM

FILE

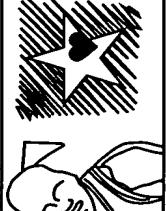
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Fig. 42

sponsowise My Sponsorwise		Wise Promo Wizard			
		PROMO TYPE WISE PROMO SET-UP PAYMENT POST			
<p>Select promotion(s) to maximize your exposure to buyers.</p> <p>Wise Promo Options:</p> <p><input checked="" type="checkbox"/> Wise Buys List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest.</p> <p>Specifications & Restrictions: By enrolling your property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 25% per day until property is liquidated. Click here for more information</p> <p><input type="checkbox"/> Banner Ads Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard.</p> <p>Specifications: Banner ads measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information</p> <p><input type="checkbox"/> Featured Selections Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A great showcase to highlight your opportunity and stand out from the crowd.</p> <p>Specifications: Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information</p>					
		NEXT»			
		CANCEL			

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Browse



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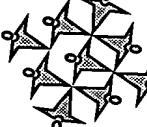


Athletes & Entertainers for Kids





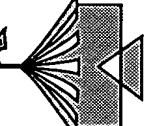




Associations



SPORTS



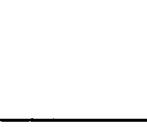
FESTIVALS/EVENTS



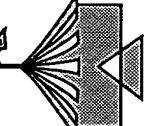
CONFERENCES



TRADESHOWS



WEB SITES



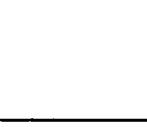
CAUSES



FEATURED PROPERTIES



CORPORATE EVENTS



NAMING RIGHTS



SEMINARS



OTHER



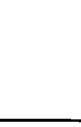
CORPORATE EVENTS



NAMING RIGHTS



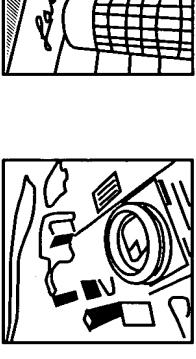
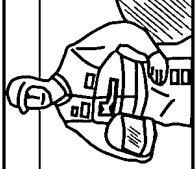
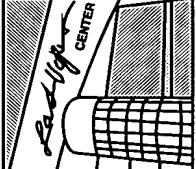
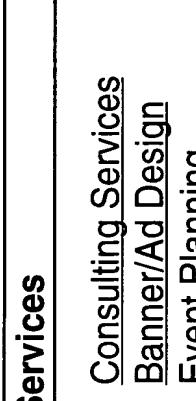
SEMINARS



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Fig. 44

Wise Buys							
My Sponsorwise	Browse Search About Us						
							
Sports Stadium St. Louis, MO	Convention Center Las Vegas, NV						
							
Wise Buys My Sponsorwise > Browse Properties > Wise Buys							
<table border="1"> <thead> <tr> <th colspan="2">Services</th> </tr> </thead> <tbody> <tr> <td>Consulting Services</td> <td>Banner/Ad Design</td> </tr> <tr> <td>Event Planning</td> <td></td> </tr> </tbody> </table>		Services		Consulting Services	Banner/Ad Design	Event Planning	
Services							
Consulting Services	Banner/Ad Design						
Event Planning							
Property	Inventory	Dates	Price				
The SoFA Music Experience	is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution	9/14/00-9/17/00	\$6,000				
VIP Party Sponsorship	- Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage	9/14/00-9/17/00	\$5,000				
Outdoor Stage Sponsorship	- Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions.	9/14/00-9/17/00	\$5,000				
T-shirt Sponsorship	- Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.	9/14/00-9/17/00	\$5,000				
Beverage Sponsorship	- Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage.	9/14/00-9/17/00	\$3,000 per donation				
Corporate Sponsorship	- 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions.	9/14/00-9/17/00	\$1,500				
Expo Sponsorship	- 10' x 10' booth at Saturday Expo, signage opportunity inside Expo	9/14/00-9/17/00	\$1,000				
The California League	is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.	9/25/00-10/30/00	\$10,000				
Hat Day	- Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last homestand of each of 10 California League teams.						

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Wednesday, October 18, 2000

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Good Evening
John Stith of
Coca-Cola Company

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Coca-Cola Buyer [▼](#) [✉](#)
Edit Profile

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[Wise Promotions](#) [✉](#)
[Consulting Services](#) [✉](#)

Search: [✉](#)

Saved Searches:
[Summer Family Activity](#)
[Music Events](#)
[Fitness Competitions](#)
[Favorites](#) [▼](#) [✉](#)

Notification
[File Type](#) [Subject](#) [Received](#)

[Saved Search: New matches to saved search](#) [Fri 9/22/00 2:22:PM](#)
["Summer Family Activity"](#)

[Proposal Notice: Response to your RFP "Q4'00 Festival"](#) [Thu 9/21/00 12:45PM](#)
 [Proposal Notice: Response to your RFP "Q4'00 Music Events"](#) [Wed 9/20/00 7:08:AM](#)

[Saved Search: New matches to saved search "Fitness Competitors"](#) [Tue 9/19/00 10:28AM](#)

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Coca-Cola Company

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Coca-Cola Buyer

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Search:

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[Music Events](#)
[Fitness Competitions](#)

[Favorites](#)

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Fig. 47

48/50

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My Sponsorwise My Sponsorwise > Sponsorship Manager > Roll-Up > California																																					
Wednesday, October 18, 2000																																					
<table border="1"> <thead> <tr> <th colspan="2">California Sponsorships</th> <th><u>Date</u></th> <th><u>Event</u></th> <th><u>Location</u></th> </tr> </thead> <tbody> <tr> <td>9/21/00 - 9/24/00</td> <td>California Bluegrass & Cowboy Music Festival</td> <td>9/20/00 - 10/1/00</td> <td>Shakespeare in the Park</td> <td>Golden Gate Park San Francisco, California, USA</td> </tr> <tr> <td>9/22/00 - 9/24/00</td> <td>International Jazz Festival</td> <td>9/22/00 - 9/24/00</td> <td>San Francisco Blues Festival</td> <td>Plymouth, California, USA Santa Barbara, California, USA</td> </tr> <tr> <td>9/22/00 - 9/23/00</td> <td>World Music Festival</td> <td>9/23/00 - 9/24/00</td> <td>10th Annual International Friendship Festival</td> <td>Great Meadow, Fort Mason San Francisco, California, USA Chico, California, USA</td> </tr> <tr> <td>9/29/00 - 10/1/00</td> <td>California International Airshow</td> <td>10/5/00 - 10/15/00</td> <td>Mill Valley Film Festival</td> <td>El Cajon, California, USA Salinas, California, USA</td> </tr> <tr> <td>10/6/00 - 10/8/00</td> <td>Fleet Week</td> <td>10/6/00 - 10/8/00</td> <td>The Great Temecula Tractor Race</td> <td>Various Locations Mill Valley, California, USA Pier 39 San Francisco, California, USA Temecula, California, USA</td> </tr> </tbody> </table>								California Sponsorships		<u>Date</u>	<u>Event</u>	<u>Location</u>	9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	9/20/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA	9/22/00 - 9/24/00	International Jazz Festival	9/22/00 - 9/24/00	San Francisco Blues Festival	Plymouth, California, USA Santa Barbara, California, USA	9/22/00 - 9/23/00	World Music Festival	9/23/00 - 9/24/00	10th Annual International Friendship Festival	Great Meadow, Fort Mason San Francisco, California, USA Chico, California, USA	9/29/00 - 10/1/00	California International Airshow	10/5/00 - 10/15/00	Mill Valley Film Festival	El Cajon, California, USA Salinas, California, USA	10/6/00 - 10/8/00	Fleet Week	10/6/00 - 10/8/00	The Great Temecula Tractor Race	Various Locations Mill Valley, California, USA Pier 39 San Francisco, California, USA Temecula, California, USA
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Fig. 48

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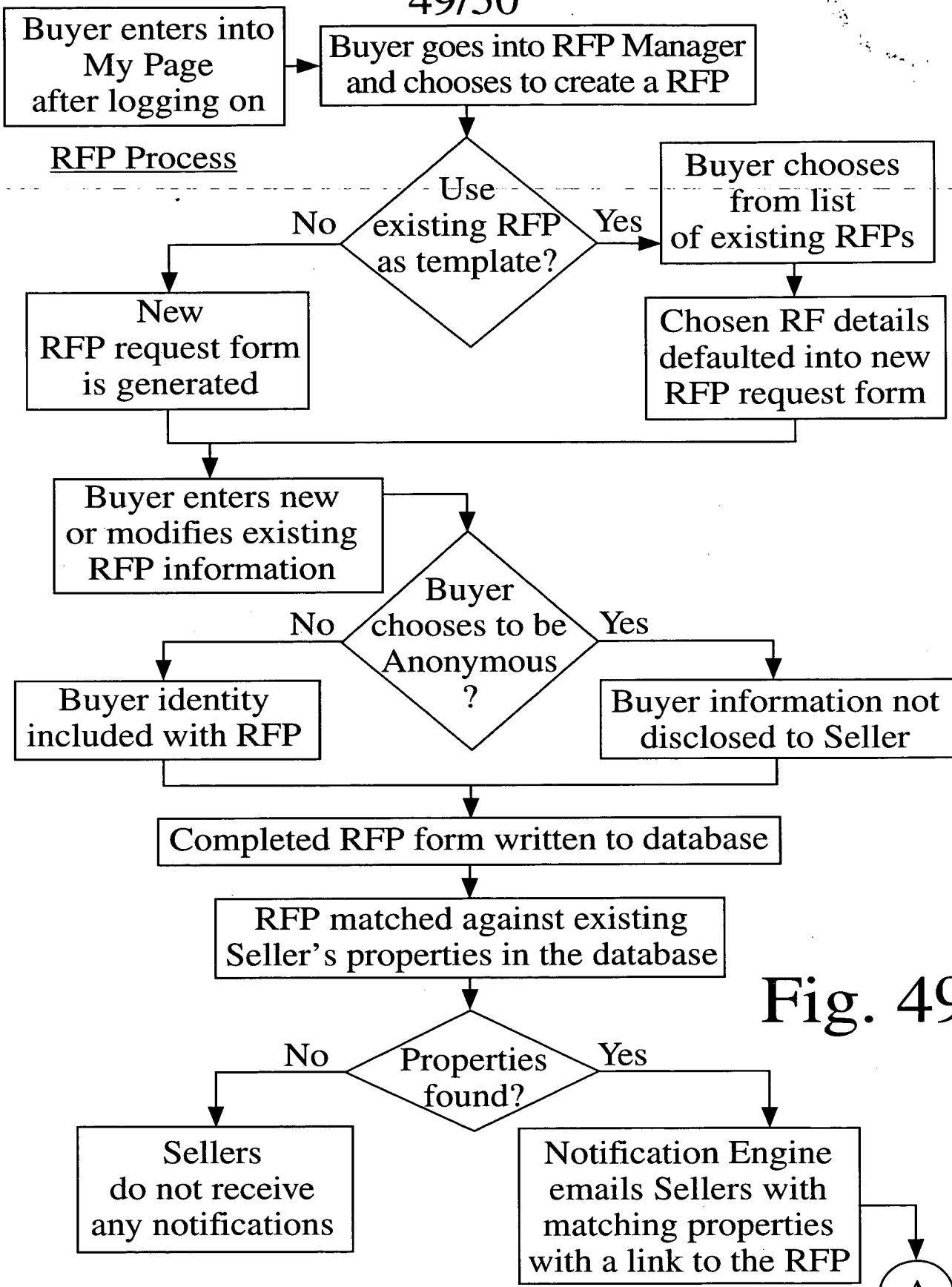


Fig. 49

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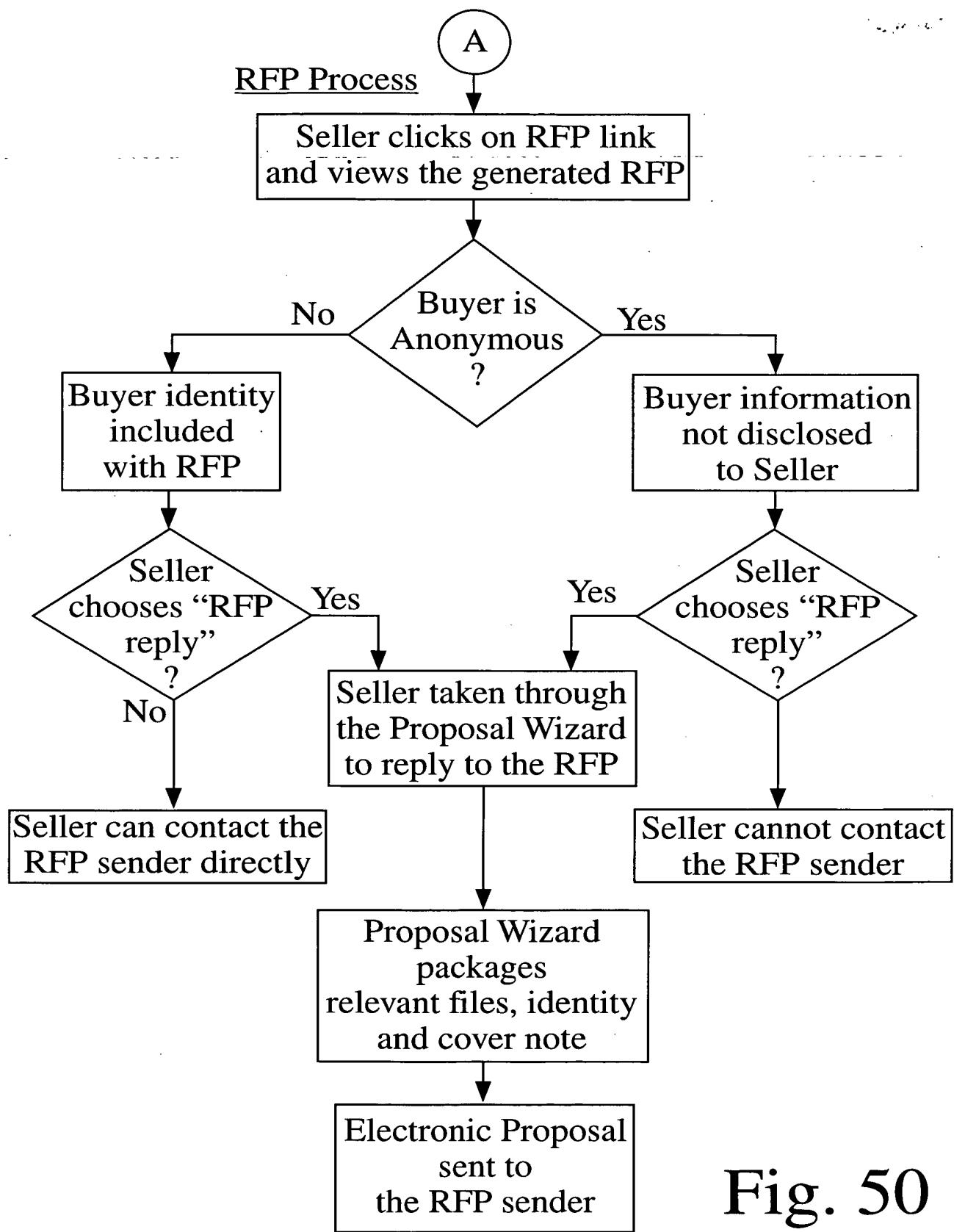


Fig. 50